Exploring the impact of big data analytics capabilities on business model innovation: The mediating role of entrepreneurial orientation

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Francesco Ciampi*
Full Professor
Department of Economics and Management, University of Florence,
Via delle Pandette 9 - Block D6, 3rd Floor, 50127 Firenze (Italy)
E-mail: francesco.ciampi@unifi.it

Stefano Demi
External Collaborator of the Department
Department of Economics and Management, University of Florence,
Via delle Pandette 9 - Block D6, 3rd Floor, 50127 Firenze (Italy)
stefano.demi@stud.unifi.it

Alessandro Magrini
Assistant Professor
Department of Statistics, Computer Science, Applications 'G. Parenti', University of Florence,
Viale Morgagni, 59, 50134 Firenze (Italy)
E-mail: alessandro.magrini@unifi.it

Giacomo Marzi
(ORCID: 0000-0002-8769-2462)
Lecturer in Strategy and Enterprise
Lincoln International Business School - University of Lincoln, Lincoln
Brayford Pool, LN6 7TS Lincoln, UK
gmarzi@lincoln.ac.uk

Armando Papa
Associate Professor
University of Rome "Universitas Mercatorum" and National Research University – Moscow - Russian Federation
Piazza Mattei, 10, Roma, Italy
armando.papa@unimercatorum.it

*** Corresponding Author**

Abstract

Big Data Analytics Capabilities (BDAC) represent critical tools for business competitiveness in highly dynamic markets. In this connection, by leveraging on the Dynamic Capabilities View (DCV) this study analyses the relationship between BDAC and Business Model Innovation (BMI). It argues that the impact of BDAC (a lower-order dynamic capability) on BMI is mediated by Entrepreneurial Orientation (EO; a higher-order dynamic capability). The proposed model is assessed by PLS-SEM (symmetric) and fuzzy-set Qualitative Comparative Analysis (asymmetric) methods using survey data from 253 UK firms. Our findings demonstrate that BDAC have both direct and indirect positive effects on BMI, with the latter being mediated by EO. These results enrich the innovation management literature on Big Data (BD) by showing that BDAC influence company strategic logics and objectives, rather than depending on them, thus playing a significant role in creating value for companies and their stakeholders.

Keywords

Big Data Analytics Capabilities, Business Model Innovation, Entrepreneurial Orientation, Dynamic Capabilities View, fsQCA, PLS-SEM

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